



AccountantsTM

Resource group



An affiliate of Total Networking and Consulting LLC

MISSION:

To build relationships between members and the accounting community in order to assist accountants meet the needs of their clients and to facilitate relationships with fellow group members with the objective of generating business.

Benefits for Accountants and Accounting Firms

- **Educational Programs for Accounting**
(CPE credit will be provided for some programs)
- **Access to vetted professionals who understand the specific needs of accountants and who value the trusted advisor relationship accountants have with their clients.**
- **Benefits for ARG Group Members**
- **Education**
Ongoing marketing and business development education programs that have the goal of creating long term relationships and never ending referrals
- **Programs and speakers who are leading experts and authorities**
- **Programs how to fill business pipelines and networking**
- **Business Development**
Group manager or staff will meet with each member quarterly
Assessment of business development, marketing and networking activities.
Personalized meetings with facilitation and follow up
Meetings which review and provide strategies for business and referral growth
Ongoing monitoring and accountability of business development efforts
- **Opportunities**
To do business with vetted professionals
To meet multiple like minded professionals who are committed to support each other.
- **Strategic Partners**
- **Communications**
A core element of the Accountants Resource Group is a focus on methods and strategies to effectively understand and communicate with accountants. Though this process strategies for building relationships with accountants are formulated.
- **Access to an online community of hundreds of professionals who are part of the total networking resources**
Media Relations, Social Media and Marketing
Access to professionals who can advise and support marketing efforts
Media relations support for members
Online and other Resources
Website
LinkedIn Group
Ongoing communications with tips and strategies
Educational Modules

Accountant Resource Group members will receive ongoing training and will be provided with tools, skills, strategies and support to assist them to grow their business and build long term relationships. Members of the group are leading professionals, business owners and decision makers within their organizations.

The ARG is a semi exclusive group. Up to three individuals from any industry or categories may be allowed to participate. The number in any given category may be limited. Membership in the groups is determined based on a member of criteria and may be revoked at any time. There is no limit on the number of accountants who may join the group.

Members will have access to professionals who will provide

proven business development strategies. Personal business relationship facilitation and meetings will be set up for members.

Membership fee is \$1,500 per year. This fee is to be paid annually. Membership is for one individual who may designated an alternate who can attend meetings on behalf of the member if they are not available to attend.

Guests will be permitted to attend up to two meetings at no cost.

Members must meet with at least one member of the group between meetings. Attendance each month is mandatory, members who miss four meetings a year or are chronically late may be asked to leave the group.

Seminar Development Program

The Accountant Resource Group offers members a access to a unique opportunity to bring their skills talents and services directly to potential clients or referral sources. ARG will assist members develop a program to bring seminars or client appreciation events to small audiences for business development purposes. ARG will provide

- Program concept and development
- Printed and online material development
- Invitation development
- PowerPoint or audio visual presentation creation (template or custom)
- System and procedures for filling rooms
- Lead follow up process (add tools on the site and consulting and support available)
- CPE available for accounting firms and CLE law
- Speakers can also be provided on any number of topics the may be ARG members

Monthly Meeting Agenda

- 8:00 am General Networking
8:30 am Intros, who I need to meet or specific,
and thank yous 30 seconds
8:45 am to 9:20 am
Program and Education
Program will be a curriculum based on the system
is the solution flow chart
9:20 am Wrap up
9:30 am Set-up meetings and onsite meetings

All Speakers will be pre interviewed

Special Events

Two Accountant CPE Educational Programs will held annually. Up to three CPE credits will be provided to accountants who attend programs. These meetings will provide some members the opportunities to present directly to accountants. All members will be permitted to have a booth or table at these events in order to market to attendees.

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